Project title: Implications of Medical Low Dose Radiation Exposure

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Call identifier: NFRP-2016-2017

Topic: NFRP-9

Deliverable 1.2

Project website and visual identity

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1. Introduction

The MEDIRAD project on implications of medical low dose radiation exposure was submitted to the NFRP-2016-2017 call, topic NFRP-9 “Impacts of low dose radiation exposure” and has received funding from the Euratom research and training programme 2014-2018 under Horizon 2020. MEDIRAD aims to enhance the scientific bases and clinical practice of radiation protection in the medical field and thereby addresses the need to better understand and evaluate the health effects of low-dose ionising radiation exposure from diagnostic and therapeutic imaging and from off-target effects in radiotherapy.

To support the project’s outreach and dissemination activities, a project visual identity and website have been set up for the MEDIRAD project. The website serves as the central platform for all project-related public information and thus is the key communication instrument of the project. It will provide all dissemination material developed during the project and links to any publication made in relation to MEDIRAD. The visual identity, in particular logo, will be used on any material to allow for easy recognition of the project.

The visual identity and online presence comply with all communication requirements set forth by the European Commission. The funding source and Grant Agreement number are mentioned on the website as well as on all communication material.

This document provides an overview of the set-up and design of the MEDIRAD visual identity and website. Therefore, screenshots and images have been included in this report along with short descriptions of the visual identity and website.

2. Visual identity

A visual identity for the MEDIRAD project has been developed to ensure a clear, consistent and recognisable brand for all communications. The MEDIRAD logo can be seen below:

Figure 1: MEDIRAD logo

To overcome the complexity of the project, it was decided to use a rather simple, but yet modern and recognisable typeface in two colours, blue and grey, pointing out to the “medical” nature of the project (in blue) as well as the “radiation” focus (in grey). The graphical elements, two arrows, show progress in the field and the way into the future of medical radiation protection.

The colour codes of the logo are as follows:

- Blue: Hexcode: #36A9E1; CMYK: (70,15,0,0)
- Grey: Hexcode: #9D9D9C; CMYK: (0,0,0,50)

All communication and dissemination activities will be carried out using this logo and the colour scheme will be used for all materials. The arrows can also be used as stand-alone graphics in print and digital material.

The communication and dissemination plan with more detailed information on all envisaged activities will be prepared as deliverable D1.3 in month 6 of the MEDIRAD project, i.e. November 2017.

The project logo is available for the entire consortium in multiple formats for easy and quick use in print or digital media ranging from folders with background information and the project website to scientific posters and social media activities (e.g. EPS-format for high quality printing, PNG-format for web use with transparency, JPEG-format for simple web use). The logo can be downloaded from Teamwork, an internal online collaborative platform, where all partners can securely share documents.

3. Project website

The MEDIRAD's project website is located on www.medirad-project.eu. The domain's name includes the project's acronym MEDIRAD as well as "project" to indicate the nature of the webpage. The .eu domain was chosen as main domain in order to associate the project with its European nature. However, also the domains www.medirad-project.com and www.medirad-project.net have been registered and linked to the main domain as the project is considered to have an impact also outside of Europe.

The MEDIRAD project website has been designed in line with the project's visual identity to ensure consistency and to establish a distinctive identity. The website's colour scheme is based on the colours in the MEDIRAD logo. Every effort was made throughout the development process of the website to create a clean, simple and intuitive design that allows users to easily and quickly find the information they want.

The responsive design ensures accessibility not only from a computer, but also from mobile devices such as tablets and smartphones.

For the homepage of the website a single-page scrolling format was chosen as it allows users to simply scroll through all the main features of the website without having to navigate through separate pages. This takes into account the growing number of users from mobile devices. To benefit users of traditional, non-touchscreen devices, the site will scroll and navigate itself, once a link is clicked.

Given the large targeted audience (from the scientific and medical communities, to healthcare organisations, regulators, industry or patients), the language has been simplified to be understandable by each of them. An effort has been made to ensure that the website will be of interest to all readers and visitors regardless of their background while maintaining a high level of scientific information. To break the barrier between users and a web page representing an abstract project, the website has been humanized using pictures, quotes, etc.

The header image on the home section of the website was chosen to give the website strong appeal to a wide audience of users. To overcome the complexity of the project, a rather simple but explicit image was chosen which displays a radiologist examining a chest x-ray film of a patient. It points the visitor towards the overall topic of the project while the header text provides some first core information.

The design of the home page invites users from all backgrounds (including non-scientific and non-medical) to read more, whereas an image of a more technical or medical nature could be off-putting to those without a technical, scientific or medical background.

The website offers information about the project and its results to various audiences on a global level. The EU flag, grant number and a statement on the project's Horizon 2020 funding have been included in the website's footer.

The website includes the project's overall aims and objectives, as well as information on each work package and how it contributes to the overall goals of MEDIRAD. An overview and profile of all project partners is provided, with links to the partners' website for more information. Public project deliverables and reports, press items and other dissemination material, as well as open access scientific publications will be made available for download on the website.

The sections of the website include:

- Home page
- Project description, incl. work packages
- Results
- Press & Publications
- News
- Partners
- Contact
- Links
- Search bar
- Legal notice

During MEDIRAD's lifetime, the website will evolve and be updated accordingly. As the project progresses, more tailored information will be made available for different target groups.

The following series of screenshots will provide an overview of the website's main scrolling page and some of the main subpages:

- Website menu
- Homepage with introduction, quote and About MEDIRAD section with links to subpages with project description, work package descriptions and a results repository which will contain all public deliverables
- Subpage with project description
- Subpage with work package descriptions
- Press & publications section with links to press and media material, as well as publications (e.g. open access articles), and latest news post linked to a more detailed news report
- Subpage with news report on the MEIDRAD kick-off meeting
- Publications subpage, where all press and media related items and publications, incl. scientific publications will be published as the project progresses
- Partners section to identify the location of partners. Each country has a separate page with a description of each partner
- Country-specific partner section for Austria
- Contact section with details of the scientific, clinical and project coordinators, as well as the project manager, and a message function
- Website footer with the EU emblem, statement on funding source, as well as legal information

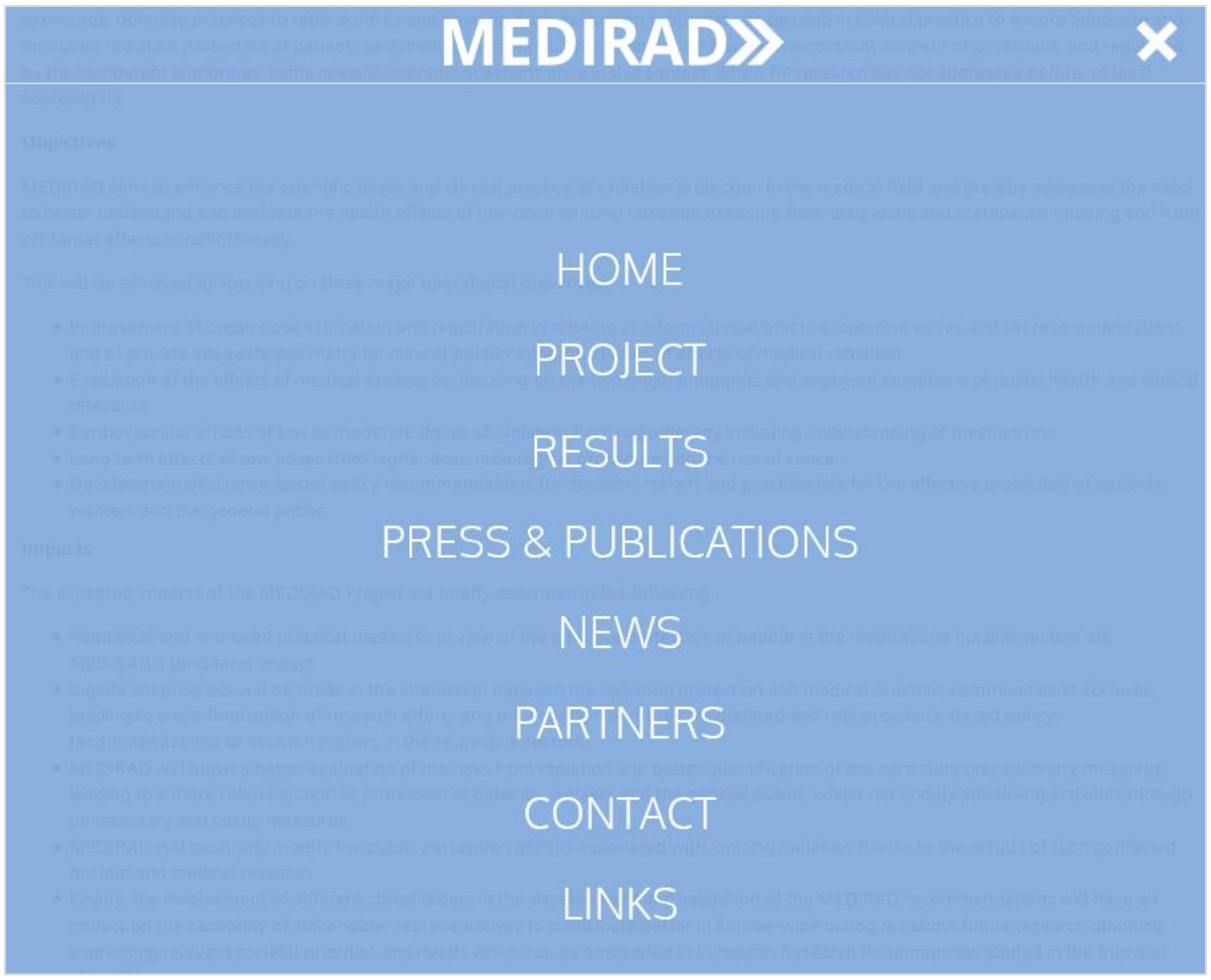

Figure 2: Website menu

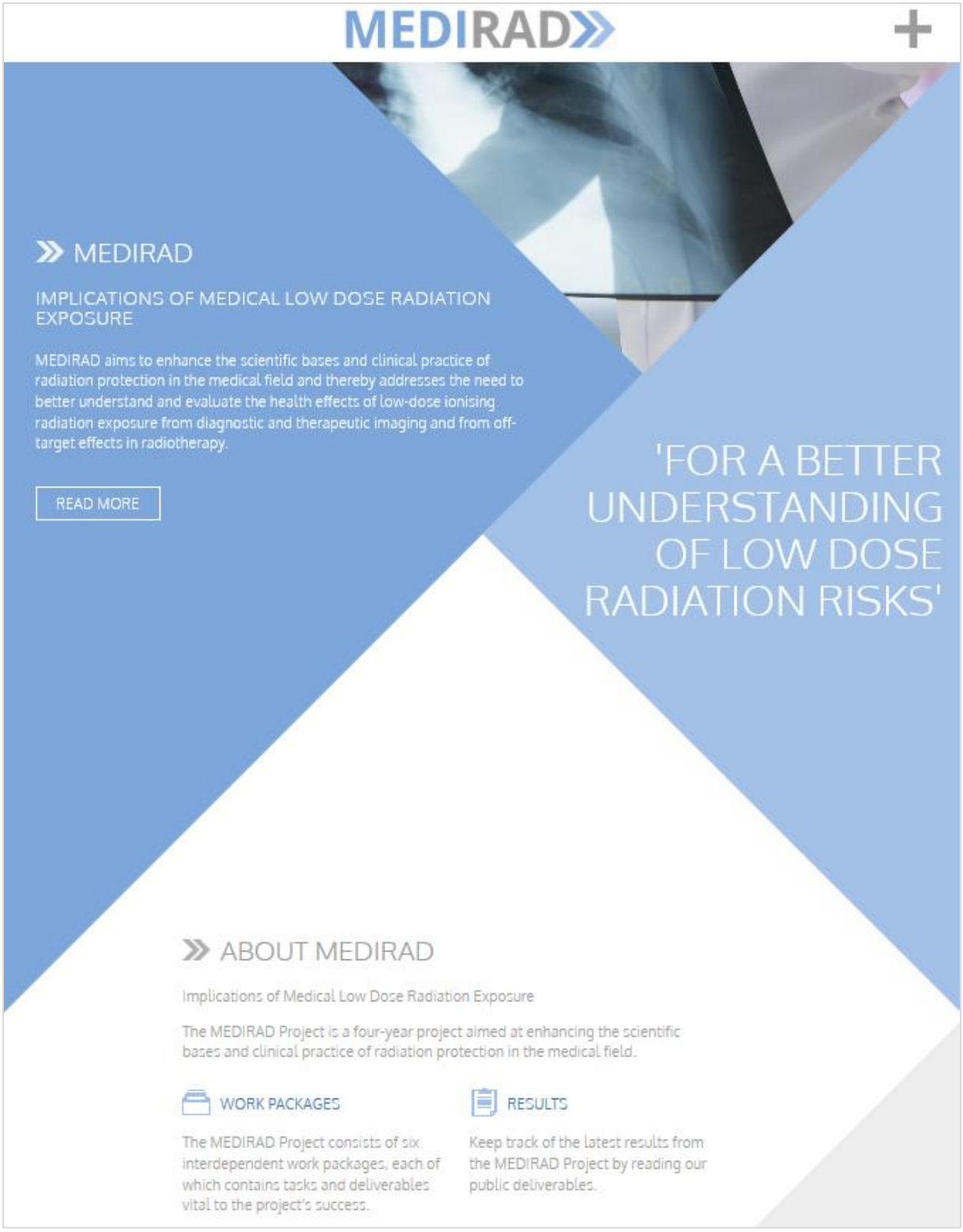

Figure 3: Homepage with quote and About section

MEDIRAD

PROJECT DESCRIPTION

Facts and figures

Acronym:	MEDIRAD
Start date:	June 1, 2017
Duration:	48 months
End date:	May 31, 2021
Project coordinator:	European Institute for Biomedical Imaging Research (EIBIR), Austria
Consortium:	33 partners - major universities, research institutes and clinical partners from 14 countries
Total funding:	€ 9,995,145.75

MEDIRAD's context

The evolution of medical science and the growing pace of innovation and deployment of medical technology have led to a situation where most of the artificial ionising radiation exposure of the European population is created by diagnostic imaging or radiotherapy procedures.

The use of ionising radiation in medicine has been steadily increasing, and this trend is set to continue, with obvious health benefits for the population thanks to improved diagnostic and therapy technologies. However, the increasing use of new modalities both for diagnosis and treatment also raises a number of issues in radiological protection of patients and medical workers, as the population's average medical exposure levels are continually rising.

Although most of these exposures result in low to moderate doses in most tissues, there is a need to evaluate the health effects of these exposures, optimise practices to reduce doses and develop dose evaluation tools that can be used in clinical practice to ensure adequate and improved radiation protection of patients and medical personnel. Whilst patient RP has been a constant concern of physicians, and regulated by the competent authorities, some specific scientific questions arise in this context, which RP research has not addressed before, at least successfully.

Objectives

MEDIRAD aims to enhance the scientific bases and clinical practice of radiation protection in the medical field and thereby addresses the need to better understand and evaluate the health effects of low-dose ionising radiation exposure from diagnostic and therapeutic imaging and from off-target effects in radiotherapy.

This will be achieved by focusing on three major operational objectives:

- Improvement of organ dose estimation and registration in order to a) inform clinical practice, optimise doses and set recommendations and b) provide adequate dosimetry for clinical-epidemiological studies of effects of medical radiation.
- Evaluation of the effects of medical exposures, focusing on the two major endpoints and exposure conditions of public health and clinical relevance:
- Cardiovascular effects of low to moderate doses of radiation from radiotherapy including understanding of mechanisms
- Long term effects of low doses from higher dose radiological procedures on the risk of cancer
- Development of science-based policy recommendations for decision-makers and practitioners for the effective protection of patients, workers and the general public.

Impacts

The expected impacts of the MEDIRAD Project are briefly described in the following.

- Additional and improved practical measures in view of the effective protection of people in the medical and nuclear sectors are MEDIRAD's long-term impact.
- Significant progress will be made in the interaction between the radiation protection and medical scientific communities at EU level, leading to cross-fertilisation of research efforts and the provision of more consolidated and robust science-based policy recommendations to decision makers in the respective sectors.
- MEDIRAD will allow a better evaluation of the risks from radiation and better quantification of the necessary precautionary measures, leading to a more robust system of protection of patients, workers and the general public, whilst not unduly penalising activities through unnecessary and costly measures.
- MEDIRAD will positively modify the public perception of risks associated with ionising radiation thanks to the results of such combined nuclear and medical research.
- Finally, the involvement of different stakeholders in the development and validation of the MEDIRAD recommendations will have an impact on the capability of stakeholder representatives to participate better in Europe-wide dialogues about future research planning, expressing relevant societal priorities and needs which can be embedded in European Research Roadmaps developed in the frame of other EU projects.

Figure 4: Project description

Figure 5: Work packages description

Figure 6: Press and publications, as well as latest news sections

MEDIRAD

MEDIRAD KICKS OFF IN BARCELONA

The MEDIRAD kick-off meeting took place in Barcelona on June 27-28, 2017 with over 70 scientists from 33 organisations and 14 countries. All work package leaders presented details of their work packages and its first activities. The meeting focused on the key first steps of the project and establishing efficient internal communication between the project partners.

Figure 7: News report

MEDIRAD

PUBLICATIONS

The MEDIRAD Project will have a significant impact on the scientific bases and clinical practice of radiation protection in the medical field. Keeping all stakeholders informed and up-to-date is also a key aim of the project and a range of press and dissemination material will be created at each stage of the project to announce the latest results. Also, MEDIRAD researchers will publish a range of scientific articles and every effort will be made to make these available on an open-access basis.

MEDIRAD's public reports, scientific publications, and our press releases and other media will be added regularly.

Name	Date	File

Figure 8: Publications section

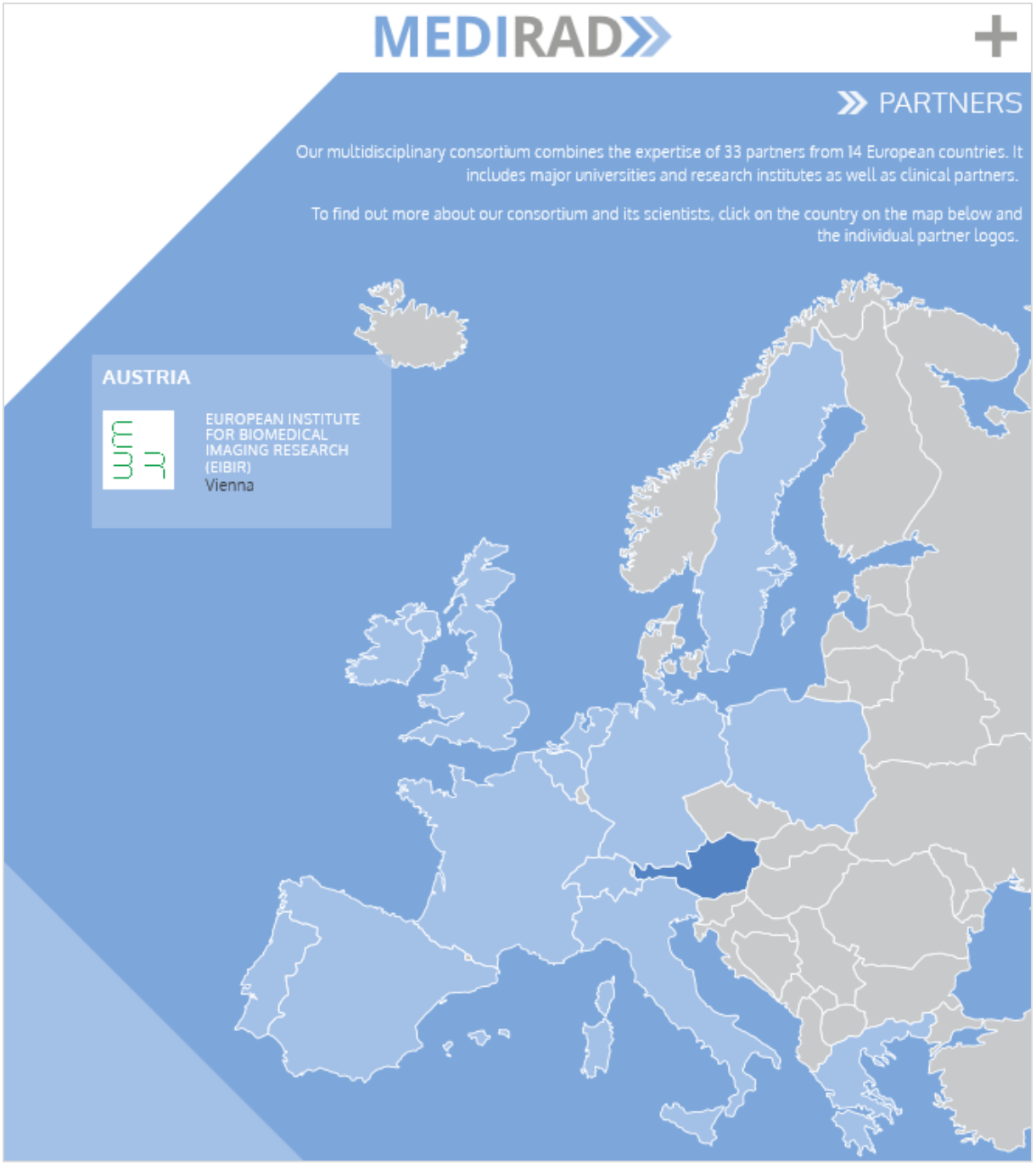

Figure 9: Partners section

Figure 10: Country-specific partner section

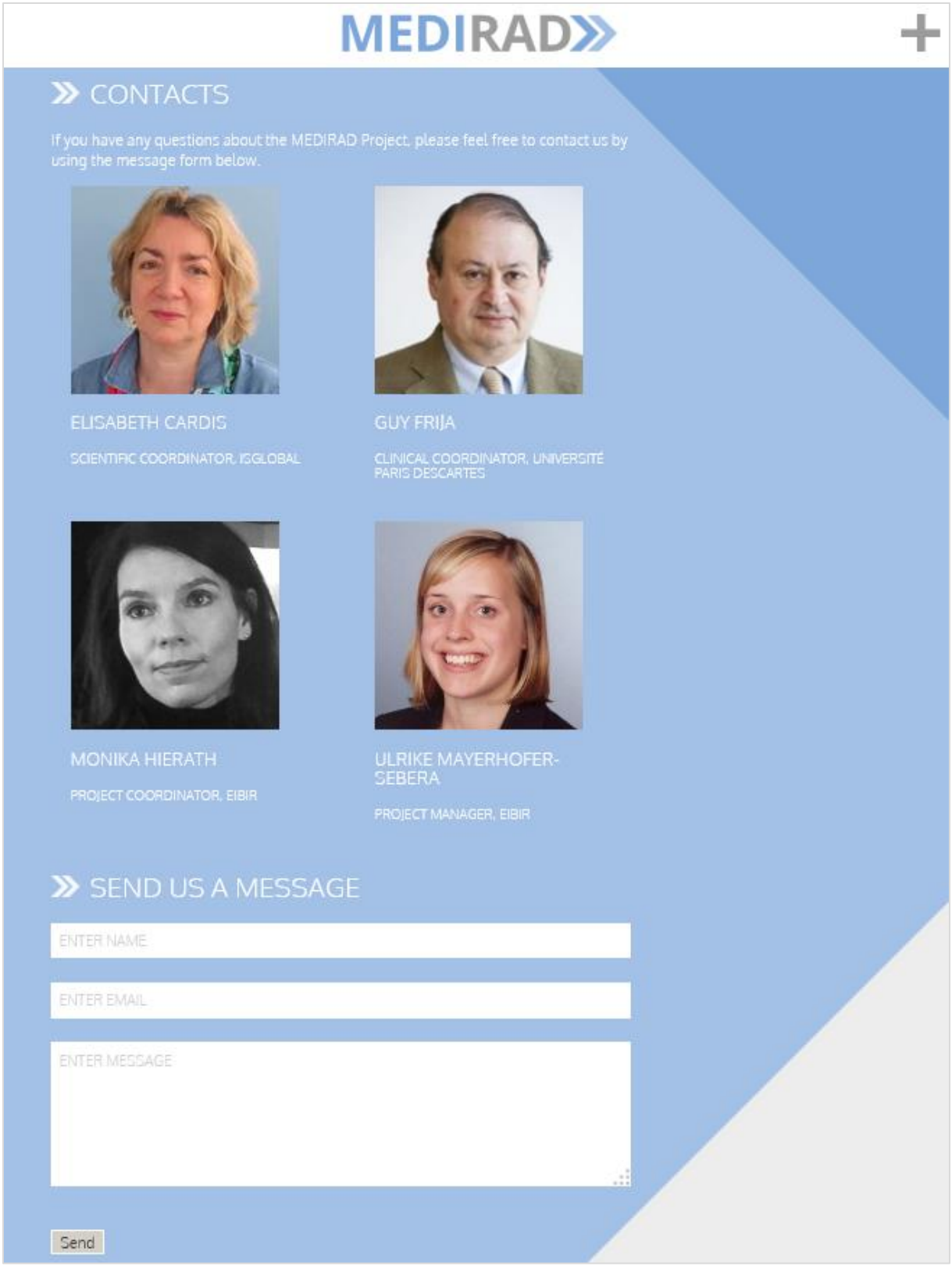

Figure 11: Contact section

Figure 12: Footer